



ChIMERA

Innovative cultural and creative clusters in the MED area

CULTURE • CREATIVITY • INNOVATION



Project co-financed by the European Regional Development Fund

EVENT: CHIMERA FINAL EVENT 26/9/2019

Isabel Pascual Villamor
Head of International Department
Promalaga (City of Málaga)
ipvillamor@promalaga.es



CITY OF MÁLAGA, AN STRATEGY FOR CULTURE



MÁLAGA, VIDEOGAMES AND CINEMA REGION

VIDEOGAMES CLUSTER DINAMIZATION

- 3 LIVING-LAB MODEL DEVELOPED
- SINERGIES AND KNOWLEDGE GENERATED
- INCREASE OF THE ANDALUSIAN VIDEOGAMES SECTOR COMPARING TO SPAIN.
- ANDALUSIA IS NOW THE 3° SPANISH REGION



MÁLAGA, VIDEOGAMES AND CINEMA REGION

CINEMA PRODUCERS ASSOCIATION PROCINEMA

- REDEFINITION OF THEIR BUSINESS PLAN
- ATTRACTION OF NEW ASOCIATES AND CUSTOMERS
- PROFESSIONALISATED SERVICES TO THEIR COMMUNITY



Interreg
Mediterranean



EUROPEAN UNION

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THANK YOU

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